

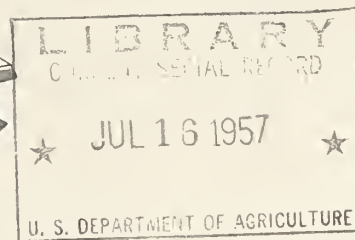
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# FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture  
Agricultural Marketing Service

June 27, 1957  
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- CROPS: The 1957 crop season is off to a good start. June 1 prospects are good to excellent in most parts of the country. Continued favorable weather would mean another year of heavy total farm output.
- MEAT: Supplies at the season's low this summer will be a little below the levels of last summer. For the year, supplies will be moderately less than last year's record high, but still will be larger than any previous year.
- Beef: During summer, marketings of lean beef from grass cattle will be down from last year, but marketings of top quality beef from fed cattle will be as large or larger. Total supplies for rest of 1957 probably will be below corresponding months of 1956. Marketings of top quality beef will be large through the year, but lean beef from grass cattle will be in smaller supply.
- Pork: Pork supplies over the rest of the year will be much the same as last year. Those supplies come largely from the spring pig crop, and that crop is practically the same size as a year ago. Breeding intentions for the fall crop point to a 2 percent increase over last fall, which would be reflected in supplies next spring.
- Lamb: Supplies over the rest of the year will probably average smaller than those of a year ago.
- DAIRY: Dairywomen are increasing milk output for the fifth straight year, as the result of favorable price relationships and improved producing methods. Milk production for 1957 is likely to set a record high, possibly as much as 2 billion pounds above the 125.7 billion in 1956, meaning plenty of milk and dairy products. The new record output reflects an increase in production per cow -- country's total dairy herd is smallest in 33 years of record.
- POULTRY:
- Eggs: Prospects are for reduced supplies late in the year. Chick hatchings for laying flock replacement are down one fifth, meaning there'll be fewer pullets and smaller output of eggs this fall.
- Chickens: Chick placements and egg settings recently have been only slightly above levels in corresponding months a year ago. But supplies may increase in coming weeks if the broiler price rises further. However, marketings of young chickens from egg laying flocks will be smaller.
- Turkeys: The 1957 turkey crop is likely to exceed the 1956 record of 77 million birds raised, but by a smaller margin than indicated earlier. So far this year, turkey slaughter in large commercial plants is 55 percent higher than a year earlier, but most of the crop is yet to be marketed. Storage stocks are about double those of a year ago.



## **FRUIT:**

- Deciduous: Prospects at the first of June were generally favorable for the 1957 deciduous fruit crop. Peach crop is the largest in ten years. Pear crop is 2 percent larger than last year. Apricots will top last year's crop by 8 percent. Sweet and sour cherries will be about 30 percent larger than last year's short crop. But smaller supplies are in prospect for California plums and dried prunes.
- Citrus: Prospects are favorable for 1957-58 citrus crops. Supplies of Florida valencia oranges may be heavier during early summer than in 1957. But supplies of California valencias, from the smaller 1957 crop, (these make up the major volume of fresh oranges in summer) may be a little lighter. Graefruit crop is 3 percent smaller than last season, but California crop of lemons is 9 percent larger.
- Melons: Spring cantaloup crop is forecast 28 percent smaller than last year, but early summer crop is 5 percent larger. Spring honey dew crop is 42 percent smaller than last year's large crop, and Arizona's early summer honey dew crop is only one-fourth the size of last year's. Late spring watermelon crop is down 6 percent from last year, but prospects for early summer are up 10 percent, and late summer acreage is 3 percent less than last year.
- Berries: 1957's strawberry supplies will be largest of record by a substantial margin, with crop up 18 percent over last year. Midspring crop is 14 percent larger than last year, and harvest of late spring crop is expected to be about 40 percent larger.
- Tree Nuts: Prospective supplies of California walnuts are up 6 percent over 1956, but prospects for California almonds are not as good as last year.

## **VEGETABLES:**

- Fresh: Production of early summer vegetables for fresh market is likely to be about 9 percent larger than last year. Substantially more celery, cucumbers, onions, and green peppers are in prospect, and moderately more tomatoes. Production of carrots and sweet corn are expected to be substantially smaller, and production of cabbage slightly smaller than the early summer of 1956. No production estimates are yet available for late summer vegetables, but prospective acreage of onions is up moderately from last year, while acreages of cabbage and carrots are a little smaller. Current conditions indicate a moderately smaller production of summer beets, and slightly larger production of lettuce.
- Processing: Output of vegetables for processing this year is expected to be substantially smaller than the record output of 1956. Prospective planted acreage of 9 major vegetables for commercial processing is about 3 percent smaller than last year.
- Potatoes: are likely to continue in heavy supply through early summer. Shipments from the spring crop (almost a fifth larger than last year) competed with stored potatoes, and lagged. As a result shipments from later spring crops are overlapping marketings from early summer crops.

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# **The Plentiful Foods Program**

The U. S. Department of Agriculture, through its Plentiful Foods Program, will support industry campaigns on the following commodities, at the following times:

MIDSUMMER TURKEY TIME	July	25 to August 4
NATIONAL VEGETABLE WEEK	July	25 to August 2
RICE	September 26 to October 5	
DRY PEAS	October	1 to 31
OCTOBER CHEESE FESTIVAL	October	1 to 31